

Vendor Work Synopsis'

Updated 6/10/2014

SECTION 4.4: WORK SYNOPSIS

communications|group
marketing|advertising|public relations



Outreach and Education Specialists. For over 20 years The Communication Group has specialized in government outreach and education program development and implementation. During that time we have develop dozens of programs covering a range of issues from pre-natal care to disaster preparedness in all 75 Arkansas counties. Each consumer engagement program has been developed around the capabilities identified in this overview.

Full Service Communications. As a full service agency, The Communications Group offers all of the traditional services associated with an agency including:

- Creative development – videos, TV and radio spots, print ads, billboards, collateral materials
- Digital development – Social media, video, websites, microsites, landing pages, banner ads, YouTube production, blogs
- Media planning and placement – research, audience segmentation, rate negotiation, added value negotiation, schedules placed and monitored, Funded Public Service™ matching schedules placed, post-buy analysis and reconciliation
- Print production – brochures, catalogs, booklets, annual reports, invitations, postcards, direct mail, collateral material
- Public relations – media relations, internal and external communication, community relations, crisis management, media training, event planning and management
- Specialty production – trade show booths, special displays, premium and promotional products
- Account planning and management – comprehensive management of client accounts with an emphasis on attentive service

In addition, for those clients who want a more in-depth relationship, we offer a wide variety of consulting services. Consulting services include:

- Strategic marketing and communication planning
- Research – group surveys, focus groups, online, one-on-one interviews, mall intercepts
- Market and industry research
- Psychological research/Consumer Behavioral research
- Core Value Assessment™
- MPACT Planning™
- Strategy Circle™
- MessageMapping™
- Communication audits
- Staff surveys and more

Expert Media Capability. Our mass media experience includes publicity, media relations and media placement in all 75 counties in Arkansas as well as over 30 major metro markets.

Our media department utilizes Strata™ media software, the most up-to-date media planning database technology in the industry and our experience includes one of the largest in-state media buying clients in Arkansas, the Arkansas Scholarship Lottery.

LEVERAGE. EVERY media dollar you invest should be leveraged.

Using Funded Public Service™, we require a **minimum of one to one matching for each dollar spent with a broadcast outlet.** In effect WE DOUBLE your media budget. This approach was founded by our firm in Arkansas in 1993. Since that time we have generated millions of added value, unpaid, documented dollars for our awareness, outreach and education clients.

ABOUT US

concisely

Our Mission:

To work with clients to build trustworthy reputations and promote shared values through intentional communication, marketing and advertising.

Our Services:

Founding partners Julie Johnson Holt and Dauphne Trenholm manage every project. When we need extra help or special expertise, we turn to our bevy of talented subcontractors to provide design, media buying, writing, public relations, photography or videography services. In short, we have resources to meet your every need.

**Communication/PR
Marketing
Branding
Crisis Communication
Partnership Building**

**Social media integration
Websites
Facebook
Twitter, LinkedIn, Google+
Instagram & more**

Our Clients:

We have had the good fortune to work with wonderful clients, many of whom strive daily to improve educational opportunities for students: **Alex Foundation, Argenta Innovation Center, Arkansas Regional Innovation Hub, Arkansas Community Foundation, Arkansas Medical Supply, Jasper School District, Keep North Little Rock Beautiful, Lifelong Learners, Little Rock Preparatory Academy, Manila School District, North Little Rock Fit 2 Live Initiative, Osceola School District, Philander Smith College, Sherwood Public Education Foundation, Star Freight, The Floating Lotus, Top Level Tournaments, WordSense Creative Services**

Our Contact Info:

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First Class

COMMUNICATION

WORK SYNOPSIS

Presented by: **Heathcott**
ASSOCIATES

HEATHCOTT ASSOCIATES IS A FULL-SERVICE ADVERTISING, MARKETING AND PUBLIC RELATIONS AGENCY WITH EXTREMELY DIVERSE EXPERIENCE IN CREATING, IMPLEMENTING, TRACKING AND MANAGING CAMPAIGNS. No other firm in Arkansas shares the same background of producing and managing comprehensive consumer, educational and public awareness campaigns. Simply put, the campaigns and projects that get assigned to us are critical, and we deliver dramatic results!

Some of Arkansas' most creative advertising minds have chosen to affiliate with Heathcott Associates. We employ a full-time staff of seasoned professionals with solid experiences in the industry.

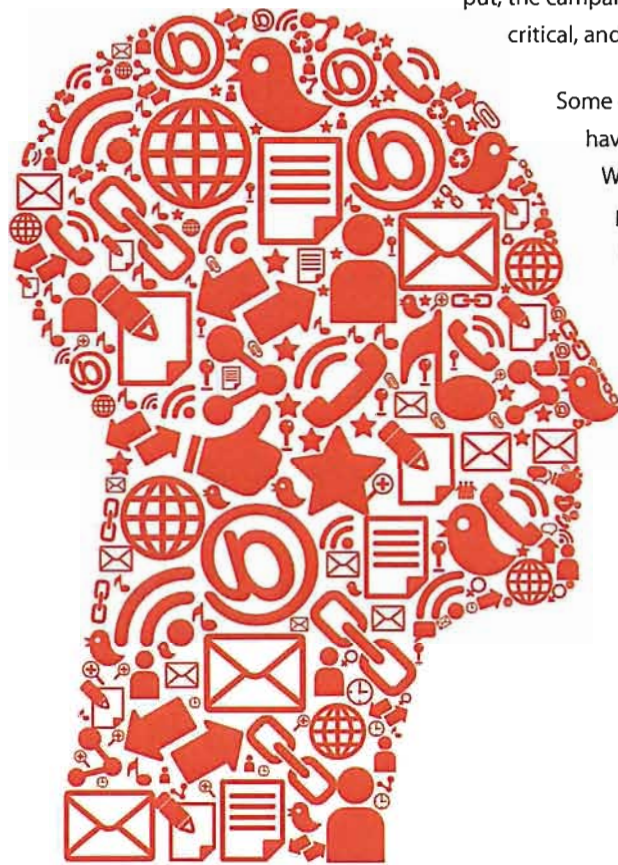
Heathcott Associates is a proven leader in negotiating and securing "added value/free" media. Our extremely unique creative concepts, enthusiasm for our work and initiative-activated approach to marketing are well appreciated by the clients we represent.

Heathcott Associates offers a wide range of in-house services, including:

- » Strategic Communications and Marketing Plans
- » Special Events Coordination and Execution
- » Direct Response Advertising and Marketing
- » Database Marketing
- » Direct Mail Marketing
- » Public Relations Services and Counsel
- » Internet/Web/Digital Marketing Programs
- » Crisis Communications Management
- » Media Relations and Training
- » Website Design and Development
- » Television and Radio Concept, Development and Production
- » Video Development and Production
- » Print and Outdoor Concept, Development and Production
- » Brochure/Collateral Concept, Development and Production
- » Media Planning and Placement
- » Interactive DVDs Development and Production

And much more!

Heathcott Associates incorporated in March 1993 and over the years has earned a reputation as a creator of top quality, yet low-cost advertising. Today, Heathcott Associates is recognized as one of the state's leading advertising agencies.



RESULTS ORIENTED ADVERTISING

KUMPURIS COMMUNICATIONS LLC

WORK SYNOPSIS

Kumpuris Communications LLC is boutique style advertising and marketing company that specializes in video production. We are experts in the visual storytelling, training and persuasion business. We provide innovative marketing and business solutions across multi-media platforms to promote client's brand and image with the most effective and compelling ideas and products.

Kumpuris Communications has specific expertise crafting more complex educational and informational products. Recent clients include the State of Arkansas Administrative Office of the Courts, the Arkansas United Methodist Conference, and Goodwill Industries of Arkansas. Our work with the Arkansas United Methodist Conference was recognized with a 2013 national Telly award for Non-Broadcast Film/Video in the category of "Social Responsibility."

Our goal is to provide the highest business value to the customer/stakeholder in the time allotted.

Kumpuris Communications has over 20 years of experience in the advertising and marketing industry, providing creative services, conceptualizing and writing collateral promotional/educational materials, producing compelling audio and video productions, and assisting in the placement of national and in-state digital content. Owner, Sajni Kumpuris subcontracts only the most talented professionals in the region and has dozens of exceptional advertising talent at her disposal. It's worth noting that she hires the creative talent to custom fit each production. A typical Kumpuris Communication advertising team will have over 165 years of combined professional experience, averaging approximately 15 years each. The equipment we use to capture imagery is some of the best in the industry. Owner Sajni Kumpuris and her team works with you to develop ideas, goals and concepts, and to write a campaign that pulls together all elements, accomplishing the goals of the project within budget. Being embedded in a project at such an early point allows her to plan the entire project seamlessly and with little wasted resources.

SERVICES INCLUDE:

CREATIVE DIRECTION * VIDEO/TELEVISION PRODUCTION * PHOTOGRAPHY

GRAPHIC DESIGN * DISTRIBUTION* ARTWORK * CASTING

COPYWRITING * SCRIPT WRITING

The Zimmerman Agency

WORK SYNOPSIS

We value the opportunity to present the credentials and talents of The Zimmerman Agency and, perhaps more importantly, a new type of agency model poised to meet the requirements outlined in this RFQ. Our model is based on a proven structure that grows brands and elevates brand experiences through integrated communications-programs. Our people, our processes, and our experience have prepared us well to fulfill the advertising/marketing needs of state agencies and other public and non-profit entities within the State of Arkansas, and our methods have delivered outstanding results for amazing clients, including: Wonder Bread, The Islands of the Bahamas, Club Med, Pilot Pens, and Tobacco Free Florida, just to name a few.

Within one agency partnership, clients gain the advantage of TBWA's creative prowess; a proprietary approach to planning; the #1 public relations firm within an advertising agency in North America; the largest in-house digital division of any agency in the Southeast; a social media division that includes 24/7 monitoring and moderation, world-class tools for analytics and data; and media planning and buying bolstered by the tremendous resources of Omnicom.

The result is a purpose-built approach to client solutions customized to their size, market, comp set, objectives, and market climate.

As a TBWA agency, at the core of everything we do here is a methodology and philosophy that we call "Disruption." It is based on the simple premise that **"you cannot outperform a marketplace if you adhere to its conventions."** That is our whole-hearted belief, and it's what we practice and implement for our clients. We constantly re-imagine the possibilities. We constantly provide solutions that are alternatives to conventional ways of thinking. It's why the work we've become famous for works.

The Zimmerman Agency provides a distinctive depth of marketing services, and all of our in-house employees work together across departments, allowing for a close-knit team mindset and a purpose-built approach for our clients. In this new agency model, we have the ability to collaborate on solutions based specifically on our clients' needs, not the limitations of what a traditional or specialist firm can offer. This structure allows us to work with clients' marketing teams without prejudice towards a single discipline or medium, allowing us to discover the most effective means of developing compelling messages that drive consideration across complex audience segments, utilizing all of our in-house resources to optimize the marketing budget.

From Disruption Planning to measurement, and everything in between, we are able to perform all of the services described in the RFQ and beyond. Analytics and measurement are in our DNA and we do not invest without proper analysis of the return. It will be our mission to exceed our clients' expectations with regard to service and accountability.

The Zimmerman Agency best serves clients who have an open mind to exploration. Integration should be replaced with interaction, and the client should be a part of a collaborative search for meaningful solutions, and measurable results. While we believe the purpose-built approach to client solutions will benefit any client, the agency has significant experience in hospitality and travel, restaurants, food, consumer packaged goods and insurance.

Our brand belief? ***The power and passion of storytelling.*** Our brand behavior? ***Do whatever it takes with enthusiasm and energy.***

And clients of all sizes echo the same sentiment: "I feel like I am your only client."

Mangan Holocomb

E. Work Synopsis

MHP is a full-service, integrated communications agency staffed by 43 professionals providing a full range of marketing communications planning, creative/advertising, media planning, public relations, digital/online services, website design/development and social media management. Agency services break out as follows:

Strategic Planning

- Marketing research project management
- Marketing research analysis
- Strategic communications facilitation/planning

Creative & Production

- Campaign message development
- Campaign concepting
- Television spot development and production management
- Radio spot development and production management
- Graphic design services
- Newspaper/print ad development
- Direct mail development and mailing
- Logo design
- Long-form writing services
- Printing management

Public Relations

- Strategic public relations counseling and planning
- News release writing
- Feature story writing
- Event planning and management
- Crisis planning
- Newsletter writing

Media Services

- Strategic media planning and negotiation
- Television planning and placement
- Radio planning and placement
- Newspaper planning and placement
- Outdoor/billboard planning and placement
- Consumer media research

Digital/Online and Social Media Services

- Website design and development
- Search engine optimization
- Search engine marketing
- Online media placement
- Online reputation management
- Social media planning
- Social media content development and management
- Blogging/content development

Accounting Support Services

- Consolidated monthly billing
- Vendor payment

Cranford, Johnson, Robinson, Woods

V. STAFFING CAPACITY

4.4 Work Synopsis

Vendor must provide a one-page detailed synopsis of their work capacities. This synopsis will be posted on the State website to aid State agencies. Vendors will be allowed to update their synopsis each year upon renewal.

Following is an inventory of products and services provided by Cranford Johnson Robinson Woods (CJRW), the Little Rock-based full-service marketing, advertising, interactive, and public relations firm. This inventory is represented as comprehensive, but not necessary all-inclusive of agency products and services. Specific inquiries should be directed to: Brian Clark <info@cjr.com>.

Marketing/Account Services

- Comprehensive Branding Communications
- Strategic Communications Planning
- Integrated Marketing Plans
- Advertising/Marketing Audits
- Advertising and Marketing Strategy Development and Implementation
- Marketing Partnership Development and Coordination
- Marketing Communications Consultation
- Co-operative Advertising Programs

Research Capabilities

- Surveys
- Focus Groups
- Mall Intercept Research
- Target Audience Assessment
- Competitive Analysis

Advertising – Creative

- Consumer
- B-to-B
- Television
- Radio
- Magazine
- Newspaper
- Outdoor
- Videos
- Online
- Mobile
- Websites
- SEO
- Pre-roll Videos
- Social
- Guerilla
- Infographics
- Direct Mail
- Annual Reports
- Brochures
- Publications
- Digital Publishing
- Retail Packaging
- In-store Promotions
- Logo Design
- Branding
- Style Guides
- Trade Show Booths
- Trade Show Signage
- Sales Collateral
- Media Kits
- Photography
- Illustration
- Animation

Advertising – Media

- Media Strategy Development
- Traditional Media Negotiating/Buying
- Digital Media Negotiating/Buying
- Analysis of Media Usage Patterns
- Media Research Analysis
- Tracking Media Buy Results
- Target Audience Analysis
- Media Trends Analysis Reporting
- Media Sponsorship Opportunity Analysis

Digital and Interactive

- Online Marketing Strategy
- Content Strategy
- Site Architecture and Planning
- Search Engine Optimization/Search Strategy
- Website Design
- Website Development
- Web Application Prototyping
- Web Application Design
- Web Application Development
- Blog Content
- Mobile App Prototyping
- Mobile App Design
- Mobile App Development
- User Interaction Research
- Online Lead Generation Campaigns
- Email Marketing Campaigns
- Newsletter Design and Development
- Social Media Strategy and Management
- Online Reputation Management

Public Relations & Public Affairs

- Media Relations
- Publicity Strategy
- News Release Writing and Distribution
- Message Development
- Publicity Tours
- Media Training
- Spokesperson Training
- Blogger Outreach
- Media Coverage Monitoring and Assessment
- Trade Media Promotion
- Online Media Promotion
- Government Relations
- Policy Analysis
- Third Party and Stakeholder Relations
- Coalition Building and Management
- Legal Communications Support
- Political Intelligence

Special Events

- Grand Openings
- Festivals
- Product & Service Launch
- Trade Shows
- Conference and Event Planning and Management

Communications Coaching and Training

- Executive Positioning Strategy
- Presentation Coaching and Training
- Communications Workshops and Seminars
- Public Hearing Preparation
- Grassroots Advocacy Strategy

Crisis Communications

- Strategy Development
- Crisis Readiness and Preparation Assessment
- Digital/Interactive/Social Media Strategy
- News Conference Planning and Management
- Constituent Communications Strategy
- Message and Statement Development
- Scenario Exercises

Writing and Editing

- Speeches
- Business Presentations
- Commencement Addresses
- Ghostwriting
- Position and Papers
- Issue Briefs
- Advertorials
- Media Briefings
- Media Packages (digital, print, broadcast)
- News Releases (print, video, audio)
- Slide Presentations
- Blog Writing and Editing
- Writing Workshops
- Feature Writing
- Case Studies
- Bylined Articles (OpEds)
- Newsletters

Communications Planning

- Annual Communications Strategy
- Philanthropic and Community Service Strategy
- Issues Management
- Reputation Management
- Influence and Opinion Leader Outreach

Mass Enthusiasm

● WORK SYNOPSIS

FULL SERVICE CREATIVITY

Mass Enthusiasm, Inc. is a full-service Design and Marketing Firm. We specialize in extending and propelling a business's market reach by creating consistent and effective brand campaigns. Our areas of expertise allow us to build effective online and offline marketing campaigns. By utilizing the web as an effective and affordable advertising/marketing solution we achieve marked results for our clients. By carrying out consistent creative through various channels, apparel merchandising and printed collateral; we are able to build brand loyalty, awareness, and reach for our clients. In short, We Build Brands!

WEB DEVELOPMENT AND DESIGN

Mass Enthusiasm provides state-of-the-art web design and development solutions for our clients. We do this by staying up to date on current technologies and trends that will benefit our clients the most. By propelling our clients' brand and message we can further our clients' market reach.

CUSTOM APPAREL MERCHANDISING PROGRAMS

Mass Enthusiasm provides apparel design and printing services to further our clients' brand identity. We accomplish this by carrying out a consistent message through all media channels.

PRINT MEDIA ADVERTISING CAMPAIGNS

Mass Enthusiasm also provides printing design and services. To further coordinate our clients' brand and messaging, we offer direct mail and email services. Again, we carry a consistent identity and messaging tailored to each client's needs and objectives.

Martin-Wilbourn Partners

4.4 Work Synopsis

Martin-Wilbourn Partners is an evidence-based, marketing-driven and creatively supported strategic marketing communications firm that leverages the extensive experience of the firm's team to provide unique insights based on research, marketing planning and creative solutions, thus providing clients with a competitive advantage. David Martin and Randy Wilbourn have known and worked with each other for over 30 years in their respective marketing and communications careers. Martin-Wilbourn Partners keeps one main goal in mind with every client we serve: provide exceptional communication and service to ensure that clients always know where they stand. All our marketing and advertising strategies are accountability-based and designed to provide our clients with successful, measurable outcomes. The firm provides clients with strategic thinking and program execution across a full range of advertising, public relations, public affairs and web-related services including advertising creative design, writing and production, social media strategy and implementation, media planning and buying and public policy counseling. Martin-Wilbourn Partners provides trusted advisory services to leaders in the corporate, nonprofit and political arenas.

Neal Moore Creative

4.4 Work Synopsis

Neal Moore Creative was created on January 1, 2013, after founding and serving as creative director of one of Arkansas' most successful advertising agencies for over 20 years. I have extensive experience working with state agencies including Arkansas Department of Human Services, Arkansas Department of Health, and the Department of Arkansas Heritage.

I have produced award-winning materials in almost every imaginable category including television, radio, print, and website creation. I am available to work as a strategic partner for everything from complete branding and advertising campaigns to specific, single-task project work.

Neal Moore Creative capabilities:

- Branding strategies and marketing planning
- Graphic and print development
- Television and video production
- Radio and audio production
- Public relations and publicity
- Ghost writing
- Feature stories
- Newsletter production (printed and electronic)
- E-Blast and Constant Contact
- Printed materials development-brochures and collateral material
- Outdoor board design and production
- Media relations and media training
- Website development and content management
- Speech writing and coaching
- Social media development and content
- Special event planning and execution
- Media planning and placement
- Research management including focus groups

Among the state-related agencies I have worked with:

Arkansas Clean Indoor Act (Arkansas Department Of Health)
Arkansas Department Of Higher Education
ARHealth Networks (DHS)
Department Of Arkansas Heritage
Direct Service Workers (DSW)
Arkansas Soybean Promotion Board
Delta Regional Authority
Health Arkansas Initiative (Arkansas Department Of Health And DHS)
UAMS

Advantage Communications

4.4 WORK SYNOPSIS

Vendor **must** provide a one page detailed synopsis of their work capacities. The synopsis will be posted on the State website to aid State agencies. Vendors **will** be allowed to update their synopsis each year upon renewal.

Advantage Communications, Inc. is a full-service marketing, advertising, and public relations agency with more than a decade of experience. We offer expertise in strategic planning, brand development and advertising, public relations, public policy, event management, project management, account management, research, media planning and placement, creative development, professional training, and interactive and social media and website design.

Advantage Communications, Inc. takes a unique and highly efficient approach to account management that ensures quality, timeliness, and service via the following values:

- **Outstanding customer service, 100% of the time.** To us, customer service means meeting our clients' needs by providing the highest-quality work and meeting our deliverables on time. Our process includes a great deal of care, attention to detail, meticulous planning, and responsiveness. Detailed planning and preparation allows us to ensure projects go smoothly, we mitigate risks, and we stay within budget. Most importantly, we deliver what we promise every time.
- **Your business is our business.** Our goal is to become an extension of our clients' teams by becoming as knowledgeable as possible about their industry, environment, and culture. This helps us speak and plan more knowledgeably for all communications activities. We also spend a considerable amount of time learning about the industry as a whole. We begin each client relationship with this data-gathering process so we can most effectively serve them and contribute to their overall goals. This is also a process that we continue throughout the duration of account service. We are constantly asking new questions, keeping an eye on industry innovations, and conceiving our own.
- **If you can't measure it, you should not do it.** Good businesses know that results are important, and good marketers know that to get results, you need effective evaluation tools. These metrics are used throughout communications activities in order to evaluate the success of programs from start to finish. Whether it is tracking media impressions, online conversions, email or direct mail open rates, we will measure all marketing assets and report the results along the way.
- **The only things that count are the facts.** When building any marketing recommendation, we rely on the facts to compile the most effective communications plan for our clients. From Nielsen and Arbitron ratings to national, regional, and local market research, we will back up all marketing recommendations with the facts used to determine their potential success.

Innovation is key. We know the market changes every day and in order to stay ahead and in the minds of consumers, we need to stay fresh and innovative. And we do.

To learn more about Advantage Communications, Inc., visit www.advantageci.com or find us on Facebook, Twitter, LinkedIn, and YouTube.